

## Met Council and Retensa Approved to Fight Increasing Healthcare Worker Shortage

**RETENSA**  
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### FOR IMMEDIATE RELEASE

*Met Council Wins Demonstration Grant for NYC's First Sector Workforce Development Project—Retensa to Play a Key Role.*

*“When we started to develop the healthcare sector program, we discovered that the healthcare sector has a strong emphasis on job retention.”*

**New York, NY, September, 2005** – The “Medical Pathways” project, a unique inter/intra-industry healthcare collaboration aimed at creating long-term matches between qualified low-income job seekers and understaffed employers in the healthcare industry in New York City, has received an unprecedented 1.5 million dollar demonstration project grant from the city’s pioneer Workforce Innovation Fund (WIF). The Lead Agency of the project, the Metropolitan Jewish Council (Met Council), asked Retensa early on to participate in this project because of Retensa’s recognized ability to customize effective employee retention strategies. The team, which consists of nine service providers and sixteen employer partners, is the first ever in NYC to receive such a grant. The demonstration grant will be spread out over three years to develop a customized training and employment demonstration project for the area’s healthcare Sector and comes from the WIF, the city’s first and only fund that combines economic and workforce development via a partnership of public and private foundation funds earmarked for industry Sector initiatives. “Medical Pathways” will combat the shortages of workers in Radiologic Technician, EMT, Paramedic, and Medical Office Assistant in and around New York City. To do this, the team will work together in recruiting, training, and supporting new and existing workers.

*-Sandra Greenstein,  
Director of Career Services,  
Met Council*

Public/Private Ventures, a national “action-oriented social policy research” organization, will oversee the project and will evaluate and publish this and upcoming WIF grant projects. The hallmarks of the Demonstration/Implementation model project are for city-wide innovation, sustainability, and replicability.

### The Project will Bring Workers and Employers Long-Term Stability.

Retensa joins “Medical Pathways” in a pivotal role as 12-month employment retention in viable, career path jobs is paramount to the success of the project.

Sandra Greenstein, the Director of Met Council Career Services and “Medical Pathways” key creator, says that “Retensa was invited to join the project early on because of Retensa’s established expertise in customized, state-of-the-art employee retention strategies – something that is critically needed by many health care employers, particularly the smaller ones, and certainly low income job seekers. Retensa is an integral part of the team that will work together on developing and implementing customized outreach, recruitment, training, counseling, and employment retention plans – with retention programs starting from recruitment.”

Retensa President Chason Hecht is highly involved in the project. He says: “It is an honor to be highly regarded as an integral part of this project. The initiative is an example of the kind of innovative thinking that will create incredible change for the people of New York City.”

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### About Met Council

Again on Crain's New York Business' annual list of Largest Non-Profits, Met Council is one of NYC's most comprehensive not-for-profit human services and community development agencies. Pre-dominantly government funded, the agency works in coalition with a diverse array of ethnic religious and non-sectarian groups to bring government and private assistance to those in need. Met Council serves an umbrella organization for 25 Community Councils located throughout the five boroughs. For more information about Met Council call 212-453-9500 or visit [www.metcouncil.org](http://www.metcouncil.org). For "Medical Pathways," call 212-453-9549 or email [sgreenstein@metcouncil.org](mailto:sgreenstein@metcouncil.org).

### About Retensa

Retensa is a leader and innovator of Employee Retention Strategies. They combine **experience** and web-based **technology** to develop, motivate, and retain a company's **best employees**. Retensa builds solutions and metrics to help firms **reduce turnover** and create a **high-performing workforce**.

To create the "*Retention Environment*," Retensa provides additional expertise in **Leadership Development**, Human Capital **ROI**, **Mentoring**, On-line Employee **Surveys**, On-line **Exit Interviews**, Executive Coaching, and **Succession Planning**. For more information about the results you can achieve visit [www.retensa.com](http://www.retensa.com) or call direct at **212.545.1280**.

